

CLAIMS

1. A data visualisation system comprising:
a data value memory in which is maintained a finite set of data values; and
display means arranged to display a contoured representation wherein one
or more of the data values are displayed as contours around one or more data points,
each data value centred on a data point.
2. A data visualisation system as claimed in claim 1 further comprising a
memory in which is maintained an interaction database of interaction data
representing interactions between customers and merchants; and retrieval means
arranged to retrieve from the interaction database data representing interactions
between customers and merchants, to construct the finite set of data values from the
retrieved data and to store the data values in the data value memory.
3. A data visualisation system as claimed in claim 2 wherein the display means
is further arranged to display a graphical representation of at least one merchant
and to superimpose the contoured representation of the data values on the graphical
representation of the merchant.
4. A data visualisation system as claimed in claim 3 wherein the merchant
operates from one or more commercial premises, the graphical representation
comprising a graphical spatial representation of the premises of the merchant.
5. A data visualisation system as claimed in claim 4 wherein the merchant
operates a casino or gaming venue.
6. A data visualisation system as claimed in claim 4 wherein the merchant
comprises a wagering or betting service provider.
7. A data visualisation system as claimed in claim 4 wherein the merchant
comprises a financial or insurance services provider.
8. A data visualisation system as claimed in claim 4 wherein the merchant
operates a manufacturing facility.
9. A data visualisation system as claimed in claim 4 wherein the merchant
provides reservation of products or services.

10. A data visualisation system as claimed in claim 3 wherein the merchant operates a manufacturing facility, the graphical representation comprising a representation of a manufacturing process of the merchant.

11. A data visualisation system as claimed in claim 3 wherein the merchant comprises a telecommunications service provider operating a telecommunications network, the graphical representation comprising a graphical spatial representation of a network or part of a network operated by a merchant.

12. A data visualisation system as claimed in claim 3 wherein the merchant operates from one or more web sites which are accessed by customers over a computer network, the graphical representation comprising a graphical web site map of a merchant.

13. A data visualisation system as claimed in claim 2 wherein the display means is further arranged to display a topological map showing the origin of customers in merchant customer interactions.

14. A data visualisation system as claimed in claim 1 further comprising a memory in which is maintained a sports database of data representing one or more sports events; and retrieval means arranged to retrieve from the sports database data representing a sports event, to construct the finite set of data values from the retrieved data and to store the data values in the data value memory.

15. A data visualisation system as claimed in claim 14 wherein the display means is further arranged to display a graphical representation of a sports venue at which the sports event is held and to superimpose the contoured representation of the data values on the graphical representation of the sports venue.

16. A method of data visualisation comprising the steps of:
maintaining in a data value memory a finite set of data values, and
displaying a contoured representation wherein one or more of the data values are displayed as contours around one or more data points, each data value centred on a data point.

17. A method of data visualisation as claimed in claim 16 further comprising the steps of maintaining in a memory an interaction database of interaction data

representing interactions between customers and merchants; retrieving from the interaction database data representing interactions between customers and merchants; constructing the finite set of data values from the retrieved data; and storing the data values in the data value memory.

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18. A method of data visualisation as claimed in claim 17 further comprising the steps of displaying a graphical representation of at least one merchant and superimposing the contoured representation of the data values on the graphical representation of the merchant.

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19. A method of data visualisation as claimed in claim 18 wherein the merchant operates from one or more commercial premises, the graphical representation comprising a graphical spatial representation of the premises of the merchant.

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20. A method of data visualisation as claimed in claim 19 wherein the merchant operates a casino or gaming venue.

21. A method of data visualisation as claimed in claim 19 wherein the merchant comprises a wagering or betting service provider.

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22. A method of data visualisation as claimed in claim 19 wherein the merchant comprises a financial or insurance services provider.

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23. A method of data visualisation as claimed in claim 19 wherein the merchant operates a manufacturing facility.

24. A method of data visualisation as claimed in claim 19 wherein the merchant provides reservation of products or services.

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25. A method of data visualisation as claimed in claim 18 wherein the merchant operates a manufacturing facility, the graphical representation comprising a representation of a manufacturing process of the merchant.

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26. A method of data visualisation as claimed in claim 18 wherein the merchant comprises a telecommunications service provider operating a telecommunications network, the graphical representation comprising a graphical spatial representation of a network or part of a network operated by a merchant.

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27. A method of data visualisation as claimed in claim 18 wherein the merchant operates from one or more web sites which are accessed by customers over a computer network, the graphical representation comprising a graphical web site map of a merchant.

28. A method of data visualisation as claimed in claim 17 wherein the display means is further arranged to display a topological map showing the origin of customers in merchant customer interactions.

29. A method of data visualisation as claimed in claim 16 further comprising the steps of maintaining in a memory a sports database of data representing one or more sports events; retrieving from the sports database data representing a sports event; constructing the finite set of data values from the retrieved data; and storing the data values in the data value memory.

30. A method of data visualisation as claimed in claim 29 further comprising the steps of displaying a graphical representation of a sports venue at which the sports event is held; and superimposing the contoured representation of the data values on the graphical representation of the sports venue.

31. A data visualisation computer program comprising:
a finite set of data values maintained in a data value memory; and
display means arranged to display a contoured representation wherein one or more of the data values are displayed as contours around one or more data points, each data value centred on a data point.

32. A data visualisation computer program as claimed in claim 31 further comprising an interaction database of interaction data representing interactions between customers and merchants maintained in a memory; and retrieval means arranged to retrieve from the interaction database data representing interactions between customers and merchants, to construct the finite set of data values from the retrieved data and to store the data values in the data value memory.

33. A data visualisation computer program as claimed in claim 32 wherein the display means is further arranged to display a graphical representation of at least one merchant and to superimpose the contoured representation of the data values on the graphical representation of the merchant.

34. A data visualisation computer program as claimed in claim 33 wherein the merchant operates from one or more commercial premises, the graphical representation comprising a graphical spatial representation of the premises of the merchant.

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35. A data visualisation computer program as claimed in claim 34 wherein the merchant operates a casino or gaming venue.

36. A data visualisation computer program as claimed in claim 34 wherein the merchant comprises a wagering or betting service provider.

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37. A data visualisation computer program as claimed in claim 34 wherein the merchant comprises a financial or insurance services provider.

38. A data visualisation computer program as claimed in claim 34 wherein the merchant operates a manufacturing facility.

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39. A data visualisation computer program as claimed in claim 34 wherein the merchant provides reservation of products or services.

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40. A data visualisation computer program as claimed in claim 33 wherein the merchant operates a manufacturing facility, the graphical representation comprising a representation of a manufacturing process of the merchant.

41. A data visualisation computer program as claimed in claim 33 wherein the merchant comprises a telecommunications service provider operating a telecommunications network, the graphical representation comprising a graphical spatial representation of a network or part of a network operated by a merchant.

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42. A data visualisation computer program as claimed in claim 33 wherein the merchant operates from one or more web sites which are accessed by customers over a computer network, the graphical representation comprising a graphical web site map of a merchant.

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43. A data visualisation computer program as claimed in claim 32 wherein the display means is further arranged to display a topological map showing the origin of customers in merchant customer interactions.

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44. A data visualisation computer program as claimed in claim 31 further comprising a sports database of data representing one or more sports events maintained in a memory; and retrieval means arranged to retrieve from the sports database data representing a sports event, to construct the finite set of data values
5 from the retrieved data and to store the data values in the data value memory.

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45. A data visualisation computer program as claimed in claim 44 wherein the display means is further arranged to display a graphical representation of a sports venue at which the sports event is held and to superimpose the contoured
10 representation of the data values on the graphical representation of the sports venue.

46. A data visualisation computer program as claimed in any one of claims 31 to 45 embodied on a computer readable medium.

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